

"Yanks At Oxford" Concludes Successful 2 Week Run, Capitol, N.Y.

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

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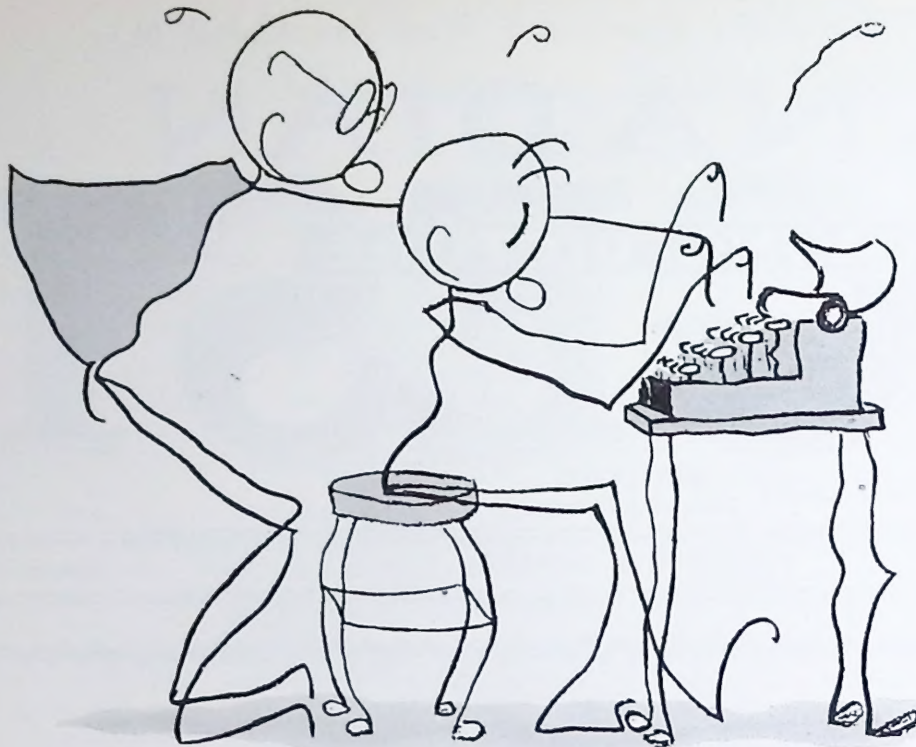
TORONTO 2, CANADA

March 12th, 1938

**THE NEW
"OXFORD"
MOVEMENT
IS TOWARD
YOUR THEATRE!**

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2



BIG WORDS!

(from the New York critics)

"'A Yank at Oxford' a first-class comedy... One of the most enjoyable of the season... Robert Taylor's engaging personality has much to do with the picture's enthusiastic reception at the Capitol."

—KATE CAMERON, DAILY NEWS

"A picture for any fan... charming, colorful, exciting, witty and tender... refreshingly different... Direction brisk, smart, inspiring to the gifted players... The film should add a masculine following to Robert Taylor's impressive army of feminine fans."

—BLAND JOHANESON, DAILY MIRROR

"Thoroughly entertaining... You'll find it fun."

—ROSE PELSWICK, JOURNAL-AMERICAN

"Uncommonly diverting show... A fresh background, and an entertaining one."

—FRANK NUGENT, TIMES

"A cracking good picture... dash and excitement... dry and likeable humor... characters well played."

—EILEEN CREELMAN, SUN

"Gay, happy-go-lucky... artfully and entertainingly told by a superior cast... Excellent... Really robust, rollicking, amusing... directed and performed with rare skill... Robert Taylor thoroughly ingratiating personality, as well as a comedian of the first rank... Fine mixture of first-rate acting, lively story-telling and expert direction. Undoubtedly one of the comedy treats of the early season."

—WILLIAM BOEHNEL, WORLD-TELEGRAM

"An engaging film... smart direction... consummately cast... Mr. Conway has conjured up much charm... Robert Taylor plays the Yank with conviction."

—HOWARD BARNES, HERALD-TRIBUNE

"First-rate cast... witty and dramatic... Robert Taylor's best effort to date... Taylor fans and others will find much to enjoy."

—ARCHER WINSTEN, POST

"Action picture... with a bag of gags that are crisp with freshness... Bright entertainment every foot of the way... Robert Taylor justifies the enthusiasm of his following."

—HERBERT COHN, B'KLYN-EAGLE

BIG CROWDS!

← This Capitol Theatre line goes on and on... and it's the same on every Broadway of the U. S. A.



HELD OVER 2nd **BIG** WEEK!

Digest Reviews and Previews

"HIT AND RUN"

VITAPHONE

LATEST of the Floyd Gibbons True Adventure series, directed by Joseph Henabery. Floyd relates and dramatizes the true adventure of a youth who is arrested on a hit-and-run charge, and through circumstantial evidence, is almost sent to jail on a homicide charge. Moral of the piece is "when you drink, don't drive, and when you drive, don't drink". Hero, or in this case, the goat of the piece is introduced at the end of the picture, and is presented with the customary cheque for \$250, and a hope that he will be the winner of the grand prize of \$1,000. Reports on this series from various exhibitors, are that they are very popular with their patrons.

Running time—13 minutes.

PERSONAL MUSINGS

Mrs. Moore, of Moore's Theatre, Grimsby, Ont., has a grand sense of humor. If you don't believe us, ask anybody at the RKO Radio exchange here. Mrs. Moore was in town this week raising considerable ado over the fact that RKO could not give her a date on "Snow White", and the fact that Hamilton, Ont. was attracting customers from Grimsby to the showings of the Disney feature in the Mountain City. Mrs. Moore is reported to have been pretty mad about the whole thing when she left the RKO offices, but her sense of humor got the better of her. She proceeded downtown to a Woolworth store, and there purchased some photographs of the "Dwarfs" of "Snow White Fame". Frank Meyers received a photograph of "Doc", Hat Taylor received one of "Dopey", and Barney, the booker, was presented with "Bashful". Accompanying Mrs. Moore on her visit this week was her daughter.

Yvonne Doret, assistant cashier at Warner's Toronto office is away from work for a few days as the result of a spill taken when skiing Sunday.

Jack Allen of the Tivoli Theatre, Thorold, was in town this week.

J. H. Bustin, who owns the Imperial Theatre, Windsor, N.S., is justly proud of the fact that his theatre is showing the Universal News Reels every Monday and Tuesday five days after they have been filmed, giving him a scoop in the Maritime territory.

H. N. Jernberg, partner with John A. Schuberg in the Province Theatre, Winnipeg, is proud of the fact that he started in the Province as doorman, working himself up to his present capacity. The Province, incidentally, is the oldest real motion picture house in Winnipeg, opening up in January, 1911.

Gordon Carson, formerly associated with the Lyceum Theatre, Fort William, has been promoted to manage the Royal Theatre in that town, succeeding Charlie Bahyrnowski, who has been promoted to manager of the Metropolitan, Regina.

Edith Paynter, charming 'teen-aged daughter of Harry Paynter, brought down the house with a thrilling tap-dancing display from the stage of the Bayview Theatre, Toronto.

As a novel idea to emphasize to exhibitors the terrific business that "Snow White" is doing, Branch Manager H. Woolfe of RKO Radio in Winnipeg, sent S.R.O. signs to theatre operators in his territory. With the sign was a message, "This sign was required for the record run of five weeks in the Radio City Music Hall. You will need it when you play 'Snow White and the Seven Dwarfs'".

Congratulations to bride-groom Raymond Allen, manager of the Hollywood Theatre, Toronto, who was married last Sunday to Miss Ruth Freedman of Montreal. The happy couple left immediately for a honeymoon in California.

Paul Harmon, manager of the Squamish Theatre, Squamish, B.C., has also taken over the management of the Company Theatre, Woodfibre, B.C.

A. W. Perry, general-manager of Empire-Universal is touring the provinces.

Congratulations to Kenneth Halton, advertising manager of United Amusement Corp., Montreal, who will be married shortly.

Tony Allevato, Alexander Theatre, Rouyn, Que., whose house is being remodelled was in Montreal recently.

Second run of the Associated Screen News short, featuring Horace Lapp and his Orchestra, was in Bob Eves' Eglinton Theatre, Toronto.

Chris Holmes of the Avalon Theatre, Ottawa, pulled a fast one recently when he sold a local dancing academy the idea of presenting a dance revue on the stage of the Avalon, AT NO COST TO THE THEATRE. Box-office receipts for the three nights of the presentation showed a substantial increase.

J. P. "Jim" O'Loughlin, general manager for Canada of 20th Century-Fox, and recent leader of the Kent Drive, is in St. Michael's Hospital, Toronto, suffering from a kidney ailment. Latest reports were that his condition was much improved, and the possibility of a serious operation has been considerably diminished.

Harry Paynter, Toronto branch manager of Warner Bros., paid a short visit to Ottawa this week. He was accompanied by Mrs. Paynter.

Jack Purves of the Village Theatre, Toronto, scores effectively with a weekly booklet which he gives out each week to the patrons of the Village. Booklet announces coming attractions at the theatre, general gossip about Hollywood and the stars, and enough advertisement from merchants in the vicinity to cover for the costs of publishing. Jack Arthur, Uptown, Toronto, is another exhibitor registering with his patrons via the booklet path.

Oscar Thuot of the Imperial, St. John's, Que., was a recent visitor to Montreal's Film Row.

Jack Cohn, Vice-President of Columbia, this week celebrates his Silver Wedding Anniversary. Congratulations!

"Jay L."

Tenders Received for Dartmouth Theatre

Dartmouth, N.S. — M. E. Herschorn, Franklin Herschorn Theatres, of Halifax, has announced that tenders are being received for a new theatre block to be erected on Portland Street here. Plans drawn up by the architect, Douglas A. Webber, include two storeys, reinforced concrete foundation, structural steel frame, brick and tile walls, air-conditioned heating and cooling, hardwood flooring and pine and oak interior trim, air cushioned theatre seats, tiled bathrooms in apartments, with the building to contain a theatre, four apartments and four stores.

**Barrett H. Clark, Toronto Born Author, Drama Editor, Critic, Engaged as Ajudicator
Dominion Drama Festival, Winnipeg, May, 16-21.**

SCREEN WORK JUST A GRIND, VISITING ACTRESS DECLARES

But Muriel Kirkland Would Go Back For "Particularly Good Contract Offer"

By MERRYL LEA

(Reprinted from the Toronto Evening Telegram)

ACTING for the screen in Hollywood studios is "just a terrific grind", and Muriel Kirkland — in Toronto for the week with the "Tonight At 8.30" company — was "thrilled with the thought of getting away" from it. But she has the practical viewpoint, and would go back, "if I had a particularly good contract offer".

"It is alright to talk of the theatre as a more satisfactory medium for an actress," Miss Kirkland told me, in her room at the Royal York, "but this is a very practical world, in which money does count for a good deal."

Miss Kirkland is a dainty little brunette, about five feet one inch tall, possessed of lovely expressive hands, and a perfectly charming voice.

MISSSES AUDIENCE

"TO begin with, the screen is terribly hard to get used to, for there is no audience. You act before a camera, and there is nothing out there to respond. I missed my living audience," she said. "There is a warmth about the theatre, a fascination, a magnetic charm, but movie making is just a terrific grind, a hard job with no glamour attached to it."

Miss Kirkland, who started her stage career with a stock company, in Yonkers, New York, where she was born, made a complete triumph in "Strictly Dishonourable" and "The Greeks Had a Word For It" on Broadway.

A contract by Metro-Goldwyn-Mayer took her to Hollywood. "And, Miss Kirkland," I asked, "did you find that a contract given you by a studio was your ticket to instant success?"

DOING NOTHING

"CERTAINLY not," she answered in a firm voice, "it was exactly the opposite in my case, and is so in many other cases. You get a contract and it is true that you are drawing a weekly salary, but you don't necessarily work. It is dreadful to just do nothing. If you complain the studio says, 'Well, what do you want, you're being paid for it!'"

"Did you find this detrimental to your career?"

"It was fatal!" she said in an expressive tone. "You can't work, you are not before the public, you can't

leave Hollywood to do a play in New York — your hands are just tied. In fact, you are practically a 'forgotten women!'"

"But tell me, Miss Kirkland," I queried. "Did you find the studios all the same?"

"Decidedly not. Every studio has a different atmosphere. At M-G-M everything can be summed up in one way — all is 'glamour!'"

PARAMOUNT BETTER

"WORKING at the Paramount Studios is very different. There is an air of youthfulness and friendliness wherever you go. I really had the most actual 'fun' while working for Paramount."

"I understand you worked at United Artists Studio for the showman, Samuel Goldwyn?"

"Yes," said Miss Kirkland, "I was in 'Nana', the picture in which Anna Sten was starred. I loved working for United Artists. They treat everyone just beautifully. I had a dressing room of my own, and was given everything I asked for. At all the other studios only the big name stars receive that kind of consideration. Also, at the United Artists Studio you are constantly aware that you are working with the Goldwyn showmanship behind you—everything is so smoothly worked out at this studio."

INTIMATE AIR

"COLUMBIA Studio is quite unique. There is an air of such intimacy and familiarity about the place. As far as working at the Twentieth Century-Fox Studios goes, I really can't tell you much about it. I knew I was going to go back to New York to do a play, and was so thrilled with the thought of getting away from Hollywood."

"And what advice would you give to those who had Hollywood ambitions?"

"I think they should realize that they must have a definite 'screen personality'. What I mean is exemplified by such stars as Carole Lombard, Myrna Loy and Joan Crawford. Another bit of advice I would give is to 'strike when the iron is hot'. You must go to Hollywood when they are 'crying' for you. Hollywood is only interested in you because you are occupying the spotlight — after that you are



THE Playhouse, Winnipeg — James Dunn, Personal Appearance this week. Mr. Dunn presented new act, also re-enactment of "Doctor's Scene" from "Bad Girl". Also billed; Ted Lester, Rodney & Gould, Gordon Mantell Dancers, Three Variety Boys, and Don Wright and His Orchestra. Monday evening performance under the patronage of Honorable W. J. Tupper, Lieutenant - Governor of Manitoba, Honorable John Bracken, Premier, and Cabinet Ministers.

TORONTO Skating Club Annual Carnival, at Maple Leaf Gardens, Toronto, March 8th, 9th, 10th and 11th. Standing Room Only.

THE Beacon Theatre, Vancouver, B.C., featured "The Four Hot Shots" from the Cotton Club, New York, who danced in "Vogues of 1938". Also on program; York and Tracy comedy team; Harvey Gudman; George West, and St. Onge Trio.

THE New Princess Theatre, Saint John, N.B. opened under new management March 5th. Vaudeville "A Night In Vienna".

just another actress trying to make good in a big way in Hollywood.

EARN EVERY PENNY

"THE stars deserve every penny they get. In addition to acting, there are so many details they must know. It takes years to learn how to dress, what angles the cameraman should take when 'shooting' you. It took me two years to find out the right way to wear my hair. You see, I have a long face, and was therefore dressing my hair to make it look rounder. The cameraman was 'shooting' from a particular angle to achieve the same result. I photographed with a very large round face (which wasn't particularly flattering)."

Miss Kirkland plays the lead in three of the plays, in "To-Night At 8.30". She loves the role made famous by Gertrude Lawrence in "Red Pepper" but you will find Miss Kirkland superb in them all.

"Adventures of Marco Parlo" Hailed as Goldwyn's Greatest Picture.



**A
CANADIAN
CAMEO**



"Music from the Stars"

with

HORACE LAPP

AND HIS ORCHESTRA

TORONTO WEEK BY WEEK says:

For the first time Associated Screen Studios have attempted a band short in the Canadian Cameo series; and it is a knock-out! "Music from the Stars" is by long odds the smartest and best of any short we've seen, topping those from across the line featuring American bands.

Don't miss seeing this outstanding little gem . . . we're telling you it's swell. Horace Lapp and the lads have hit the bell and the work of Madeleine Pedlar and Bill Morton is aces high. A stunning set . . . trick photography and clever camera angles . . . a continuity that is brilliance itself . . . all contribute to this remarkable film debut of Canada's brilliant young maestro and his all-Canadian orchestra.

This brilliant film demonstrates convincingly that Associated in Canada can produce short subjects to challenge Hollywood's best.

- - CANADIAN PREMIERE - -

IMPERIAL THEATRE - TORONTO

Act promptly - - - book it now!

1,500,000 listeners on CKCL heard Ray Lewis, in her weekly broadcast Wednesday night, review "MUSIC FROM THE STARS". Horace Lapp also told the story of the making of this Canadian musical at the Associated Screen Studios in Montreal.

PRODUCED BY

Associated Screen News
LIMITED

Distributed in Canada by

EMPIRE-UNIVERSAL FILMS LIMITED

This advertisement was featured by the T. Eaton Co. of Toronto, in their display advertising in the Globe and Mail and the Toronto Daily Star:

Listen to:
"Ray Lewis Presents"
a dramatization of
"SNOW WHITE AND
THE SEVEN DWARFS"
with musical accompaniment
STATION CKCL
Tonight - 8.30 o'clock

Investigate Right Society

Ottawa, Ont. — Out of \$160,000 collected in Canada last year by the Performing Right Society, Canadian authors received less than \$100. \$45,000 went to cover the costs of the Society, and the rest went to individual authors whose works the Society controls. The number of authors controlled by the Society is estimated at 47,000, but of these only 30 have lived in Canada. Senator Arthur Meighan, questioning Col. O. M. Biggar, Ottawa lawyer, on the question, was told that the Copyright Act in Canada was a mess.

Movie Contest Ends

The Digest Movie Contest, "Why Do You Go To The Movies?" and "Do You Like Double Bills or Don't You?", closed Wednesday, March 9th. Hundreds of letters have been received in answer to the above questions, and the results of this contest are of vital interest to every exhibitor, for they are questions which every exhibitor wants answered in his community. Watch next week's issue for the letters of the winners, and subsequent issues for other replies received.

Hambleton Building

Tillsonburg, Ont. — Robert Hambleton, owner of the Capitol Theatre, Simcoe, Ont., has been granted a building permit to erect a theatre on South Broadway Street here, at an estimated cost of \$50,000. According to the plans, the theatre will be housed in a two-storey building, with concrete foundation, brick walls, asphalt roofing, steam heating and hardwood floors.

CIRCUIT RAISES CHILDREN'S ADMISSION PRICES FOR "SNOW WHITE" SHOWINGS

Toronto, Ont. — Children's admission prices to Walt Disney's "Snow White and the Seven Dwarfs" will be increased throughout the Famous Players Canadian Circuit, reports J. J. Fitzgibbons, general sales manager. In key cities and for key runs the children's admissions will be twenty-five cents for all performances. In subsequent runs and in small towns where the admission price is fifteen cents, the new scale calls for twenty-five cents, and where the price is ten cents, the new ticket cost is fifteen cents.

In all situations including key cities there will be children's performances Saturday morning or after school at regular children's admission prices. The purpose of these special showings is to relieve pressure from youngsters at peak hours when the seats are most needed.

Sherbrooke Amusement Protest Assessment

Sherbrooke, Que.—The Sherbrooke Amusement Company, operators of His Majesty's Theatre here, last week petitioned the Magistrate's Court to have the assessment on the His Majesty's Theatre building reduced from \$60,000 as it now stands in the city books, to \$30,000 which they claim is the correct valuation of the building. The company charges that their valuation as placed by the city was arrived at by a wrong method of computation. A number of architects and contractors gave evidence as to the value of the premises, and their valuation was considerably less than that set by the city assessors.

Fire Breaks Out

Toronto, Ont. — When fire broke out in a pile of scenery and stage props in the Garden Theatre here, firemen had to hack their way into the theatre with axes, in order to extinguish the flames. No one was in the house when the fire broke out, and it was first discovered when a group of children playing at the rear of the building, saw the smoke and turned in an alarm. The district fire chief warned his men to be careful, for fear they might be overcome by fumes from burning film, but the warning was not necessary as the fire had not yet reached the projection booth.

George Forhan Celebrates

Belleville, Ont. — George J. Forhan, popular manager of the Belle Theatre here, celebrated his twenty-eighth anniversary of his entry into show business last week. Mr. Forhan first entered the industry at the Grand Opera House in St. Thomas, being associated with his brother. From St. Thomas he moved to St. Catharines, and from there to Belleville in 1916, where he took over the management of the old Griffin Theatre. Retracing his footsteps, Mr. Forhan left Belleville to return to St. Thomas, then proceeded to St. Catharines and finally came back to Belleville again, taking over the Belle Theatre. Mr. Forhan exhibited one of the first two-reel pictures shown in the Dominion. The feature was titled "The Sewer", and was a story of life in the Parisian underworld.

EXHIBITORS' SELECTIONS

"HAPPY LANDING"

"I consider 'Happy Landing', with Sonja Henie the Uptown's best attraction during the month of February.

As you know, the picture did tremendous business on its two weeks' run, and in my opinion, its drawing power was due to Sonja Henie's clean and wholesome personality, plus her ability as a figure skater, and the growing popularity of Don Ameche through his excellent work on the Charlie McCarthy hour.

The story, while light, was clean and the music tuneful, making the picture sparkling and colorful entertainment which has appeal for all classes.

JACK ARTHUR,

Manager,

Uptown Theatre, Toronto, Ont."

"LAST GANGSTER"

"We consider 'The Last Gangster' the best picture we have played at the Alhambra Theatre during the month of February.

A strong and impressive drama providing an ideal role for Edward G. Robinson. Technically, and as to acting, this production is one of the best gangster pictures we have ever shown.

A. G. RITCHIE,

Manager,

Alhambra Theatre, Toronto, Ont."

"AWFUL TRUTH"

"The best picture for the month of February at the Lansdowne was 'The Awful Truth' with Irene Dunne and Cary Grant. Here is one feature attraction that really deserves extra playing time. Why? Because your Box-Office will smile, the audience will laugh, and you, Mr. Exhibitor, just can't help feeling happy—a full house of satisfied patrons all having the time of their lives seeing the smartest comedy of the year, and that's 'The Awful Truth', the best of the many at the Lansdowne for February.

HARRY ALEXANDER,

Manager,

Lansdowne Theatre, Toronto, Ont."

"AWFUL TRUTH" & "CONQUEST"

"I consider the best pictures I have played during the month of February to be (1) 'The Awful Truth'; (2) 'Conquest'. These facts are based on Box-Office and entertainment value. Being two absolutely different types of pictures it is impossible to compare them, as to entertainment value. The Box-Office value in both cases was excellent.

TED SMITH,

Manager,

York Theatre, Toronto, Ont."

British Film Digest

By WARD SHAFTESBURY

WHAT with the War in Spain and the Horror in China, we are apt to overlook the terrible struggle going on on our own Wardour Street Front. The Battle of the Quotas augurs to be the truly "Great" War of this century and it is very doubtful if we shall see the end of it within the next ten years. The President of the Board of Trade threw a most calamitous bombshell only last week when he instituted the 'treble quota proposal'. This, his newest and most hotly-contested amendment, suggests that a film costing \$150,000 labour costs shall count three times for renter's quota yet only once for exhibitor's quota. The C.E.A., representing the British exhibitors, launched an immediate counter-attack; a fairly effective one, to this observer's way of thinking. The Association pointed out that 550 foreign films are imported into England annually — this, on a 15% quota basis would necessitate the renter acquiring 97 British-made films. With the new treble quota, however, they would only have to take 33 British pictures. Apart from the fact that British production would be cut down two-thirds, the exhibitors would be in a very difficult position because their requirements would still necessitate 97 quota films.

The President of the Board of Trade, being a literal-minded kind of man, would answer, of course, that no one expects that every British studio will turn out only 'treble quota' films — very few companies are financially able to undertake such expensive programs and in the past it has only been one or two major British producers who have aimed so high. Taken in the abstract, however, the C.E.A.'s objections still hold good — and I have a strong presentiment that the 'treble Quota' will never be an actuality.

TELEVISION TRANSMITTED IN COLOR

I HATE to keep harping on the same old subject but Television refuses to allow itself to be neglected. Just last week, another impressive example of the progress that is being made in this field was revealed when the Baird company gave a demonstration at the Dominion Theatre of the first actual wireless transmission of colour images to the large screen. The demonstration was amazing. The pictures, though certainly not as crisp as the latest black and white images, were remarkably colourful and light — so much so as to be seen distinctly in every part of the large cinema. The test was the more noteworthy in that transmission was picked up from the ether and not, as in previous shows, transmitted by cable. Although the range of colours was mainly confined to the primaries, exceptionally natural flesh tints were obtained. The subjects, impersonations of a military officer, a Turk and a shiek, ladies exhibiting various coloured hats, were excellently suited to the showing of comparative colours.

"MARCH OF TIME" MARCHES ON

WHAT an amazing success "The March of Time" has had! To-day, this RKO Radio short release is now approaching its fourth year in England and over 1,200 British cinemas are releasing it regularly. On its first showing, the feature was so enthusiastically received by the British public that an entirely British company was formed to cater specifically to British tastes. As a result almost each monthly issue has contained a subject of special British interest. During the past twenty months many such subjects have been exhibited — "British Civil Aviation", "England's Tithe War", "Food or Physical Training" and numerous others have served to make this short of vital interest to the British cinema-goer. More recently, a special British voice is being used to comment on a British episode and still more British topics are promised for the future.

SHORT SHOTS

THE first Pommer-Laughton Mayflower production, "Vessel of Wrath" will have a gala premiere performance in aid of the Actor's Orphanage this week at the Regal . . . the literary and theatrical profession is to be there en masse — Queen Wilhelmina of Holland is having a film produced in her honor on the occasion of the 40th anniversary of her reign over the Dutch nation . . . the picture, a national production, will be called "Wilhelmina" — "Snow White" has just had its London Press Show . . . and what a rave from the critics! Says the Tatler: "Disney and his collaborators have done such an amazing job of work that you just sit back in astonishment, and after the film has run for about ten minutes, absolutely forget it's not flesh and blood photographed upon the screen" — Josef von Sternberg is making a film in Vienna glorifying Austrian art . . . the ballet "Austrian Peasant Wedding" will be incorporated, and the Viennese Opera Ballet and Philharmonic Orchestra will co-operate — "Marie Walewska" or "Conquest" as it was called in America, just finished a brilliant four week's run at The Empire . . . it had to come off long before public demand had slowed down and was immediately moved over to the more intimate Ritz where it immediately played to full houses . . . it is now in its third West End month!

Double-Bill Policy Started

Amherst, N.S.—The latest theatre to succumb to the demand for double-feature programs is the Capitol Theatre here, which started a double-bill policy last week, in response to the request of patrons.



Three scenes from the RKO Radio production, "Having A Wonderful Time", co-starring Ginger Rogers and Douglas Fairbanks, Jr., with "Red" Skelton.

Fairweather in the Maritimes

By ALICE T. FAIRWEATHER

MARITIME RECEIPTS AND ATTENDANCE FOR 1936 WELL ABOVE THOSE FOR 1935

MANAGERS and owners of theatres in the Maritimes are interested in the latest copy of the Dominion Bureau of Statistics facts concerning theatres in this part of the Dominion. The report states that an increase of nearly \$13,000 was shown in the business done in Saint John by the theatres in 1936 as over 1935 with an increase of 9.8 per cent in admissions in 1936. The average cost of admission in the City of Saint John is quoted at 19.2 cents.

Receipts of New Brunswick theatres are quoted at \$704,200 in 1935 and \$775,400 in 1936. Total attendance shows an increase of 12.3 per cent over 1935. Average price of admission in New Brunswick is shown as 21.5 cents. Seating capacity of N.B. theatres is quoted as 17,785. The seven theatres in Halifax, N.S., with a seating capacity of 300 more than Saint John played to a gross receipt of \$404,000 in 1936, an increase of two per cent over gross receipts in 1935. Halifax played to practically half a million more people than Saint John in 1935,

SYDNEY, N.S.

THE UNITED ARTISTS picture "Hurricane", literally swept all before it at the Strand Theatre here recently, breaking all records of this theatre for a very long time. Manager E. R. Lynn was delighted. The feature was booked for four days but had to be held over for the entire week and patrons are reported to have been turned away from the Strand at eight o'clock in the evening on account of "No seats".

SYDNEY MINES, N.S.

W. H. CUZNER of the Strand Theatre, Sydney Mines, takes pardonable pride in his theatre which was completely re-modelled last Fall.

KENTVILLE, N.B.

MR. and Mrs. G. N. Fielding are visiting Mr. A. A. Fielding and Mrs. Fielding at East Riverside, N.B. George N. Fielding is manager of the Capitol Theatre in Kentville, N.B., one of the F. G. Spencer Co. Ltd. chain, and his brother, A. A. Fielding is General Manager of that company, and Manager of the Strand Theatre, Saint John, N.B.

NORTH SYDNEY, N.S.

J. W. FARR of the Rivoli Theatre, North Sydney, N.S., has recently installed a new RCA Sound equipment.

although Saint John picked up in 1936 nearly 10 per cent while Halifax dropped behind 10,000 in its patronage.

Halifax is the home of many colleges and institutions, the seat of Parliament and Provincial Schools which may account for the greater theatre-going nature of its citizens. There are many excursions from the United States in the tourist season and other reasons which go to make up this greater patronage. Nova Scotia had 50 theatres in 1935 and 55 in 1936, while New Brunswick had 32 theatres in 1935 and 30 in 1936, according to the statements.

These figures are more than a year old and it is felt that 1937 would show a change. Prince Edward Island showed an increase of 8 per cent in theatre business in 1936. Business conditions in various places have altered considerably since these figures were compiled and it will be interesting to note what changes have taken place when the 1937 figures are obtainable.

CLARK'S HARBOR, N.B.

WALDEN A. NICKERSON has taken over the Vimy Theatre at Clark's Harbor, Nova Scotia. This theatre was for many years operated by Morris Nickerson, father of the present operator and since Mr. Morris Nickerson's death has been operated by Mrs. Genesta Nickerson.

PLASTER ROCK, N.B.

MR. and Mrs. Donald Fraser left recently for New York from which City they sailed for a trip to England. Mr. Fraser is owner and manager of the Community Theatre of Plaster Rock, N.B.

MONCTON, N.B.

"VICTORIA THE GREAT" is continuing its triumphal career breaking records at the Capitol Theatre, Moncton, N.B. — the biggest attendance since "Anne of Green Gables" some time ago.

NEW GLASGOW, N.S.

THE recent improvements and re-decorating of the Academy Theatre at New Glasgow (N. W. Mason, owner and manager), has resulted in materially increased attendance. Later in the year extensive improvements are planned for the Roseland Theatre, Mr. Mason's other theatre at New Glasgow.

SAINT JOHN, N.B.

THE Princess Theatre (Saint John Opera House Company), Saint John, has not only new decorations and new stage equipment but a new House Manager and a new Stage Director. Friends of Alfred Gaudet will be interested to learn that he has accepted the position of House Manager of the Princess Theatre. Mr. Gaudet is no newcomer to the theatre patrons as he has had over twenty-six years experience having been associated with the F. G. Spencer Company Ltd. as manager of the former Unique (now the Strand) and Lyric Theatres at Saint John, and as manager of the Opera House (now the Princess) and was for a time manager of the Mayfair Theatre, Saint John. For nine years Mr. Gaudet was manager of the RKO Film Exchange in this city.

This week will see a grand opening bill at the Princess with road shows, special feature pictures and vaudeville. Mr. Webber, the new Stage Director, is a Winnipeg-born man, with a large experience in floor shows in Montreal and has been the director of shows in Chicago and New York.

F. G. Spencer of the F. G. Spencer Company Limited, was a delighted and most interested guest at the complimentary dinner given by Louis B. Mayer at Los Angeles recently. It was especially significant that a Saint John man, prominent himself in the theatre life of this city, should be present, as Mr. Mayer's boyhood was spent in this city and on a visit here, the Industry united to do Mr. Mayer honour. Mr. Spencer wrote to Saint John friends describing the dinner and stating his great pleasure in being present at this well deserved tribute to one who stands so high in the Industry, and who never forgets his friends.

Friends of Mr. J. M. Franklin will be sorry to learn that he is a patient in the Middlesex Hospital in England, Mr. and Mrs. Franklin are visiting in England.

CORNERBROOK, NFLD.

CONDITIONS in Newfoundland are reported as "not so good". The mills at Cornerbrook and Grand Falls are closed down four days per week and this naturally affects the attendance at the theatres there. Better times are hoped for after the summer months. There are two theatres at Cornerbrook, one at Grand Falls, and one at Grand Falls Station.

20th Century-Fox's "Sally, Irene and Mary", \$35,000 2nd Week, Roxy, N.Y.

Digest Celebrity Series



JESSE L. LASKY, Associate Producer with RKO Radio, was born in San Francisco, California, 1880. He was one of the first to follow the gold-rush to Alaska, being among the first hundred men to reach that history-making milepost called Nome. Prior to the gold urge, Mr. Lasky did newspaper work on a San Francisco paper. In order to round out his career, he was a musician and leader of a band called the Royal Hawaiians of Honolulu. Soon after, he associated himself with Henry R. Harris, producing several vaudeville acts. When Samuel Goldwyn and Cecile B. De Mille went into the film producing business in January of 1914, Mr. Lasky formed the Jesse L. Lasky Feature Play Company, officiating as President.

Stars who became famous in motion picture history under his management, for instance, Blanche Sweet, Dustin Farnum, H. B. Warner, Edith Taliaferro, Edith Wynne Matheson, Fanny Ward, Ina Claire, Carlyle Blackwell, the latter the same who formed the Vitagraph Company, later absorbed by Warner Bros., Geraldine Farrar, Laura Hope Crews, the late Theodore Roberts, Rita Jolivet and many others. Mr. Lasky was the first Vice-President of the Famous Players Lasky Corporation, and for several years was in charge of production for this Company. Among the outstanding films produced during his presidency of Jesse L. Lasky Feature Company, were several dramas made famous by David Belasco, among which, "The Girl of the Golden West", "The Rose of the Rancho", "The Warrens of Virginia", "The Governor's Lady".

Mr. Lasky after a long and successful career in motion pictures is still one of its leading celebrities.



JESSE L. LASKY



MAJOR ALBERT WARNER, major in R.O.T.C., Vice-President and Treasurer of Warner Bros. Pictures, and Treasurer of Vitaphone Corporation, was born in Baltimore, Maryland. Like his elder brother, Harry Warner, with whom he went into partnership in the picture business, Major Albert Warner started to work in between school hours. The first theatre venture was at Newcastle, Pa., where he was ticket seller and treasurer, starting off early to look after the financial department of the Warner Brothers. When the Warner Bros. opened their first film exchange, he became their salesman, retaining this position as the company developed. When Warner Bros. lost their film enterprises, Major Albert Warner took a position as film salesman with various firms.

When Warner Bros. again came into their own with the production of "My Four Years In Germany", Major Albert Warner capitalizing on the fact that it was the former Ambassador to Germany's book which was being adapted, and which had already created for itself a market as one of the year's best sellers, sold the picture before it was finished, securing ace prices and ace distribution for same.

This put the Warner Bros. financially on their feet and it was not long after that the company was incorporated, that Warner Bros. shares were a good buy on the market, and that finance was available for the expansion plans of this company with Major Albert Warner continually busy to keep the margin of profit in evidence.

Since that time Warner Bros. have had plenty of battling to do on the subject of Vitaphone, and all that revolved around the rights which they obtained, and in all of these battles, Major Albert Warner took a leading part. It was a case of the four musketeers, until one of the brothers, the late Sam Warner passed away, and then it was the three musketeers indeed.

Washington Film Digest

By GEORGE W. MEHRTENS

PARE LORENTZ, IN EXCLUSIVE INTERVIEW WITH THE DIGEST, STATES BLOCK-BOOKING BILL WOULD BLOW INDUSTRY "SKY HIGH"

Washington, D.C., Mar. 7—(CTP) IN a direct attack against the pending controversial Neely-Pettengill block-booking Bill, Pare Lorentz, director of the far-famed Government films "The River", and "The Plough That Broke the Plains", returned to Washington this week and told the Modern Forum meeting at the Washington Hotel here, that if block-booking were eliminated by the Neely-Pettengill or similar measure the Motion Picture Industry "would be blown sky high".

The favorable report of the Senate Interstate Commerce Committee, a few weeks ago, has caused considerable unrest in the Motion Picture Industry throughout the country. Neely remains certain that his measure will

come up for a vote this session, but insiders predict it will never get that far.

"The fact is," Lorentz told the Canadian Moving Picture Digest, "that Hollywood simply couldn't afford its present tremendous overhead without block-booking. The system is the only collateral that a producer has to show for loans on coming productions, remove that and you remove motion pictures from the American scene."

Speaking of his own work Lorentz said in semi-humorous fashion: "Hollywood doesn't recognize the existence of the United States Government when it comes to movies. We're just a quickie out there". Lorentz made this statement in reply to a question concerning the difficulty of getting

distribution for his two Government pictures.

Asked specifically as to why Hollywood with its vast capital and limitless equipment still continues to produce bad pictures frequently, Lorentz smilingly replied that "Hollywood can't stop to think when it's costing money".

"They've got the overhead and they just must keep making pictures, even when Hollywood producers themselves know they are bad."

Senator Neely himself could not be reached for a statement in reply to Lorentz's blast against his bill. He is understood however, to be working quietly to bring the measure up on the Senate floor for open debate. In the House, Congressman Pettengill, sponsor of the companion measure, is awaiting action on the Senate side before proceeding further.

MONEY PROBLEM STOPS TELEVISION

THE only thing holding up the installation of Television receiving sets in American homes today is the financial problem, according to Dr. Vladimir K. Zworykin, famed inventor of Television and head of RCA's television research laboratories. Here to lecture before the Patent Office Society, Dr. Zworykin declares that another large factor holding back Television is the question of financing the expensive Television broadcasts.

Dr. Zworykin, who began his study of Television in Czarist Russia 28 years ago, literally took apart the work being done in RCA's laboratory to reveal what the future will bring.

"We will be able to take pictures of football games even when the games run into the near darkness," he said. "We will be able to go into theatres and into opera houses and take pictures without annoying the audience while the regular performance is going on."

Pointing out that present Television equipment is as sensitive as the present modern motion picture camera, Dr. Zworykin revealed he has perfected two devices, either of which will increase this sensitivity 10 times. He is now working, he said, to merge these devices so that sensitivity will be increased 100 times.

COPYRIGHT STILL ACTIVE

DESPITE reports to the contrary, both of Senator F. Ryan Duffy's copyright bills, international treaty and domestic legislation, stand a fairly good chance of passage this session. In a special interview with The Canadian Moving Picture Digest, the Wisconsin Senator declared that he would make every effort possible to place his measure on the calendar for consideration before the Senate.

"I have every confidence that I shall be successful in getting the bill up for consideration," Duffy said, "However, it may take a little time yet."

On the House side, copyright is still frozen in the House Patents Committee where Congressman William I.

Sirovich, chairman of the Committee still insists, "There is no crying need for that copyright legislation".

The domestic legislation provides for elimination of the \$250 damage fee clause now exacted by the American Society of Composers, Authors and Publishers, and for that reason is being closely watched by that organization.

Interest in the measure was considerably spurred on by the appearance in the Capitol City last week of Gene Buck, president of ASCAP, who had "no statement" to make regarding his visit beyond the fact that it was a "routine trip".

UNCLE SAM MAY YET PRODUCE MOTION PICTURES

SENATOR ELMER THOMAS of Oklahoma this week introduced a bill to create an office of motion pictures in the Government Printing Office to supervise production of motion pictures for government agencies.

A companion measure to the one introduced in May, 1937, by Congressman Schulte of Indiana, the bill carries the same provisions. Schulte's

bill is now before the Committee on Printing, marking time until the President's Re-organization Plan goes through. Schulte told Canadian Moving Picture Digest when informed of Thomas' bill, that he would get in touch with him tomorrow to confer on both bills and discuss the possibility of immediate action in both branches of Congress.

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Katharine Hepburn Gives Industry Pleasant Surprise in RKO Radio's "Bringing Up Baby".